Horizon Europe Twinning Call (HORIZON-WIDERA-2023-ACCESS-02)	
PROJECT TITLE	**Atmospheric and Solar Research and Innovation in the Eastern Mediterranean**
PROJECT ACRONYM	**ATARRI**
Work Package	**WP9 – Dissemination, Exploitation, Communication I**
Deliverable	**(D22) D9.1– Plan for dissemination, exploitation, and communication**

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Sections to be protected	Description	Owner	Access Rights Period	Type
All	Sensitive material	ATARRI consortium	-	-
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List of Acronyms and Abbreviations

ACT	Activities, Channels and Tools
ARMINES	ASSOCIATION POUR LA RECHERCHE ET LE DEVELOPPEMENT DES METHODES ET PROCESSUS INDUSTRIELS
BSC CNS	BARCELONA SUPERCOMPUTING CENTER CENTRO NACIONAL DE SUPERCOMPUTACION
CIENCIAS UL	FACULDADE DE CIENCIAS DA UNIVERSIDADE DE LISBOA
DEC	Dissemination, Exploitation, and Communication
EC	European Commission
ECoE	ERATOSTHENES Centre of Excellence
EU	European Union
FC.ID	FCIENCIAS.ID-ASSOCIACAO PARA A INVESTIGACAO E DESE
GRASP SAS	GENERALIZED RETRIEVAL OF ATMOSPHERE AND SURFACE PROPERTIES EN ABREGE GRASP
PMOD WRC	SCHWEIZERISCHES FORSCHUNGSINSTITUT FUER HOCHGEBIRGSKLIMA UND MEDIZIN IN DAVOS
WP	Work Package

Summary

This document is prepared for the purposes of "D9.1 – Plan for dissemination, exploitation, and communication" which is part of the WP9: Dissemination, Exploitation, and Communication of the ATARRI. The Project is funded by Horizon Europe Framework Programme (HORIZON) - Coordination and Support Actions under grant agreement no. 101160258. The ATARRI project aims to exploit the potential of ERATOSTHENES CoE (ECoE) CARO National Facility and Solar Network towards to scientific excellence and application development. To achieve these objectives, ATARRI will undertake a series of tasks. This document presents the first version of project's plan/strategy for disseminating, exploiting and communication the outcomes and activities, based on the descriptions outlined in the proposal. Any necessary changes, adaptations and adjustments in the initial plan as the project progress will be incorporated in the reports of months M17 and M36 of the project. The updated reports will include agenda, lists of participants, presentation of ATARRI for conferences, workshops, seminars, outreach activities, etc.

This deliverable begins in Section 1 with a brief introduction to the concepts of dissemination, exploitation, and communication (DEC), providing an overview of these terms. It also outlines the methodology employed to develop the plan for the required DEC activities. The Section 2 gives in details the dissemination plan, highlighting the target groups and the proposed dissemination activities aimed at reaching these groups. The Section 3, focuses on communication, presenting the planned activities for engaging the identified target groups through strategic communication efforts and the section 4 describes the exploitation results and outlines the exploitation pathways, providing insights into how the project outcomes will be utilized. Section 5 and 6 present the Key Performance Indicators (KPIs) that will be used to assess the success and impact of the planned activities and summarizes the proposed activities and their timing, providing a clear overview in the form of a table. This structure ensures a comprehensive and organized presentation of the DEC activities throughout the project.

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1. Introduction

The ERATOSTHENES CoE (ECoE) is building the Cyprus Atmospheric Remote Sensing Observatory (CARO), a large remote sensing infrastructure, leveraging on a strategic investment of the Republic of Cyprus through the EXCELSIOR project. The Mediterranean is one of the most climate-sensitive areas on the planet, and the observatory will fill a very important geographical gap in research on climate change and its implications. ECoE and CARO team holds significant expertise in Earth Observation to fulfill this mission, but it lacks scientific background in key areas of aerosol-cloud-radiation remote sensing, radiative transfer theory and applications, and aerosol modeling.

The ATARRI Twinning project aspires to fill these gaps, by building upon CARO a framework of knowledge, R&I and management capacity, to establish a Centre for Earth Observation (EO) and satellite Calibration/Validation (Cal/Val) in the Mediterranean region. The project will enhance human capacity and R&I growth in the region, towards supporting frontier environmental and climate research. ATARRI is timely, to address the tremendous evolution of EO in both technology and application domains, the advent of the so-called "New Space" paradigm, along with the additional needs for models' assimilation and optimization. The project will apply a comprehensive set of activities to transfer know-how from advanced partners in Europe, aiming to fill the identified knowledge gaps and fulfill the project objectives. ATARRI will develop an open-access framework for CARO, with the mandate to bring together academia, industry, regional authorities and the civil society, to transform R&I capacities into socioeconomic benefits for the region and the EU.

One of the most important components of the ATARRI project is to maximize its impact by identifying and establishing appropriate short and long-term strategies for dissemination, exploitation and communication of its outcomes. ATARRI dedicated Work Package 9 and 10 (WP9, WP10) "Dissemination, Exploitation and Communication (DC&E) activities" aims to increase the impact of the project through project outcomes dissemination and intense communication of its achievements and activities towards each of the project target groups. The strategy for dissemination, exploitation, public engagement and communication was described within the project's Grand Agreement and is defined by the present document. It presents a detailed analysis of the planned strategy, along with the objectives, tools, responsibilities and timing of the different actions for dissemination, exploitation, public engagement and communication.

1.1. Description

Herein we provide the goals, target audiences, tools, actions and expected impact for the dissemination, exploitation and communication activities foreseen within ATARRI. A main target of the EC Horizon states that "it should benefit to the largest number and the fruits of the research reach society as a whole". To satisfy this target, the beneficiaries should be engaged in activities of dissemination, exploitation and communication. These concepts are classified as obligations in the Horizon Europe Annotated Model Grant Agreement[1] (AGA 2021) under the Article 17 and Annex 5. The definitions for these concepts are given as follow:

Dissemination, for making results available in public and/or enable others to use: The AGA refers to the obligation for dissemination to the public with clauses ensuring open access to scientific publications and research data.

- Focus: on results only

Exploitation, for making further use of the results in research and innovation through appropriate exploitation routes: The AGA states that exploitation of results must be ensured by:
(a) using them in further research activities (outside the action),

[1] https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/guidance/aga_en.pdf

(b) developing, creating or marketing a product or process,
(c) creating and providing a service, or
(d) using them in standardisation activities.

- Focus: Make concrete use of results (not limited to commercial use)

Communication, for informing and promoting on the project's activities and results, i.e. reach out to society at large to highlight benefits of EU-funded research & innovation projects.

- Focus: Inform about and promote the project AND its results/achievements

1.2. Implementation of Tasks through Activities, Channels, and Tools (ACT)

The execution of these tasks (obligations) is carried out through a range of activities and can utilize various means, referred to as channels and/or tools, depending on their nature. Each task can leverage a combination of activities, channels, and tools (ACT) to effectively achieve its objectives.
For the purpose of this report, these terms are defined as follows:

- Activity: Involves direct interaction with an interested group.
- Channel: Targets a group without direct interaction.
- Tool: A resource that can be distributed, provided, or accessed electronically.

These ACT elements are not restricted to a specific task; rather, their usage determines the task they support.
Interdependence of Dissemination and Communication
The relationship between dissemination and communication activities, both during and after the project:

- Dissemination focuses on making the project's results and knowledge available.
- Communication aims to inform targeted groups about the project and its findings.

The outputs from these activities will contribute to the exploitation plan, ultimately enhancing the project's impact. Some ACT elements serve both dissemination and communication, with the distinction being in the type of content used.
For example, the project's website is primarily a communication tool, yet it can also be used for dissemination by hosting published papers and public deliverables (as required under Horizon Europe).
Timing of Tasks
The timing of these activities varies throughout the project lifecycle:

- Communication begins at the project's start and continues until its completion.
- Dissemination & Exploitation start once the first results are produced and extend beyond the project's closure.

1.3. Structuring the Dissemination, Exploitation, and Communication (DEC) Plan

Under the EC Horizon program, the Dissemination, Exploitation, and Communication (DEC) plan must follow a structured approach based on a well-defined template. The plan should clearly outline the impact areas expected to be influenced and the problems to be addressed using the project's results.
To ensure effectiveness:

- The expected results and outcomes should be clearly defined at the proposal stage and made available both during and after the project.
- The target group, or the potential users of the results, must be identified in advance.
- Appropriate activities, channels, and tools (ACT) should be selected to effectively engage and communicate with each target group.

This structured approach ensures that project outcomes reach the right stakeholders in a meaningful and impactful way

2. Dissemination

The dissemination of the ATARRI is planned according to the EC guidelines for result's dissemination in Horizon Europe. The objective is to "transfer knowledge and results to enable others to use and take up results". The successful implementation of this objective depends on the definition of the target groups and the identification of their interests and/or needs. The following section describes this step for the ATARRI project.

2.1. Target Groups and Dissemination activities

The target groups identified by the consortium as the interested audiences are listed in Table 1. For each group various tools have been established to channel the required information/results in order to achieve an effective dissemination. These targeted audiences may be refined throughout the lifetime of the project. The dissemination activities selected are described and will not be used exclusively for dissemination but they will also be employed in communication activities.

Publications (Journals, Conferences and public Reports)

The results is expected to be published to four (4) high impact factor scientific journals (under open access policy) and also at nine (9) conferences proceedings. Regarding reports, the classified as public Deliverables will be made available.

Final Session in a Conference

A final session in conference will be organised by all partners to present the research outcomes and activities of the project. At the event, local stakeholders, and private parties (interested to promote new technologies for cultural heritage) will be invited.

Training Schools

Two (2) training schools will be organised for training and education activities.

Website

The results of the project and publications will appear on the project's dedicated website. Information on the website can be found in D24-D9.3.

Research Network

The research outcomes, along information on the project's activities and progress will be shared through established research networks such as ResearchGate.

Research data repositories

Ktisis (https://ktisis.cut.ac.cy): it is the institutional repository of the Cyprus University of Technology (CUT). It serves as an open-access repository and is a member of OpenAIRE, OpenDOAR, and CORE. Ktisis will be utilized for hosting published research papers and ensuring broad accessibility.

Zenodo (www.zenodo.org): it is a multidisciplinary open-access repository designed for storing and sharing research outputs, including publications, datasets, and software. It provides a trusted platform for researchers across disciplines to preserve and disseminate their work.

Mass media release

In total three (3) mass media release will be produced and distributed both electronically (website, emails) and physically at events. The mass media release will focus to provide a more general understanding on the project's findings and will not provide neither complex nor detailed information on results, although published manuscripts will be included as such.

EU available tools

The European Commission (EC) offers several free dissemination and exploitation services to enhance the visibility and impact of project results. The ATARRI consortium plans to utilize the following services for the implementation of the current plan.

- CORDIS: A platform providing information on EC-funded research projects, including publishable summaries, results in brief, public deliverables, and publications.
    - Focus: Dissemination, Communication, and Exploitation
- Open Research Europe (ORE): Ensures that all submitted articles appear in Google Scholar. Articles that pass peer review (with at least two Approved reports or one Approved plus two Approved with Reservations) will be indexed in major bibliographic databases such as Scopus.
    - Focus: Dissemination
- Horizon Results Platform: A dedicated platform for hosting and promoting research results, ensuring they reach the right stakeholders.
    - Focus: Dissemination and Exploitation
- Horizon Results Booster: A service designed to support the dissemination and exploitation of research outcomes by providing targeted assistance to maximize their impact. *(Updated in the latest version)*
    - Focus: Dissemination and Exploitation

In table 1, the activities mentioned above are allocated to the identified target groups.

Table 1: Target groups and dissemination activities

Target Group	Interest in ATARRI	Activities, Tools & Channels
Research & Academia	-Methods to integrate CARO data -Data collection and analysis -Interdisciplinary practices	Publications (Journal papers; conferences presentations/papers public deliverables); website; repositories; research network;

Supporting Stakeholders/policy makers	-Gain knowledge dust modelling and forecasting as well solar radiation and solar energy modelling -technical feasibility of concept and tools developed	-workshops, summer schools, website, mass media release, webinars, final session in conference
Stakeholders/policymakers; Governmental organisations (i.e., Department of Meteorology)	-Guidelines that can inform the public -Researching dust storms to improve early warnings and disaster resilience and climate adaptation	-workshops, summer schools, mass media release, website, webinars, conference presentations, final session in conference
Wider society/public	-Information on dust and radiation: investigating aerosols' effects on climate and human health -Benefits of the project towards a climate resilient, promoting climate adaptation and mitigation	-workshops, website, webinars, mass media release, final session in conference

2.2. Plan for dissemination activities/ Actions and Tools

The Activities, Channels, and Tools (ACT) outlined in the previous section are further detailed in **Table 2**, which lists the specific events planned for the project. At this stage, the table provides a general and indicative overview, as exact dates and times have not yet been determined. The finalized schedule will be included in the updated Plan for Dissemination, Exploitation, and Communication as part of Deliverable 9.1.

All publications (including journal articles and conference papers) will comply with the Horizon Europe Open Access Policy, as detailed in Section 3.3 of this document.

Additionally, at the end of the project, a final conference session will be organized to present and showcase the research outcomes, ensuring wide visibility and engagement with the scientific community.

Table 2: Plan for dissemination activities

Activities/Channels/Tools (ACT)	Time/date	Disseminated results/theme; Other information
Journals		
Journals 1-4	Month 12-36	Outcomes from studies/exploratory research projects
Conferences		
Conference 1-9	Month 6-36	Workshops/webinars/summer schools' outcomes/ Outcomes from studies/exploratory research projects

Final session in a Conference/Seminar	M36	Project's research outcomes; organized in Cyprus
Summer Schools (SC)		
SC1	May-June 2026	Solar and aerosol measurements and modelling
SC2	May-June 2027	Aerosol and Solar radiation interactions
Mass media release	M12-M36	Project's news and published manuscripts will be included
Repositories		
Ktisis and Zenodo	M12-M36	When publications are available
ResearchGate	M12-M36	Immediately after Publications are available
Website	M12-M36	Public Deliverables and Published papers will be available

- **Scientific publications**: One of the main goals of the ATARRI project is to increase the number and quality of scientific publications. During ATARRI's project **at least 4 publications in peer** reviewed high impact scientific journals (Impact Factor > 3) is expected to be accomplished ensuring the open-access policy and increasing the scientific status of the ECoE researchers as well as of the Institution.
  Most publications will be held jointly with the partners, ensuring the exploitation of the scientific results of ATARRI with the partners.
- **Open access to project knowledge, data, algorithms and results:** CARO as member of various international networks, provides already open-data in real time, and follows ACTRIS principle of data policies, and follows its data management plan, available at ACTRIS – DMP GitHub repository. Already provides data regarding photometric observation (https://aeronet.gsfc.nasa.gov), lidar measurements (https://polly.tropos.de/calendar/location/43), and from spring 2024 will provide in real time clouds observation. Implicitly, CARO and ATARRI will apply the Open data policies of these International and European Research Infrastructure networks. ATARRI will adopt and implement open science practices to offer open access to its scientific results, particularly, all publications/documentations will be publicly available through open access repositories KTISIS of Cyprus University of Technology (CUT) as well as Zenodo. Ktisis (https://ktisis.cut.ac.cy) is the CUT's institutional repository, an open access institutional repository and member of the OpenAIRE, OpenDOAR, Core etc. and will be used to host the published papers. Zenodo (www.zenodo.org) is an **open-access digital repository** that allows researchers to store, share, and preserve a wide range of research outputs, including publications, datasets, software, and presentations. It was developed by **CERN** (European Organization for Nuclear Research) and is supported by the **European Open Science Cloud (EOSC)**.
  Additionally, all knowledge, data, tools and results of the project will be easily found through the ATARRI website (https://atarri.eu/), where all the links with the relevant materials will be provided. More specifically, in the ATARRI website, a dedicated open page for dissemination will provide immediate access to the project's results (ATARRI Webpage - Materials). Under the tab "Papers" we will provide a list of the papers that will be published from the ATARRI team. Under the tab "Conferences/Workshops" we will provide presentations from conference and workshop participations, as well as a list with upcoming conferences/workshops/webinars. Under the tab "Knowledge database" we will provide an archive of the knowledge transferred within the project, organized based on the relevant theoretical materials (books, papers, manuals), and procedures or "how to" manuals. Under the tab "Datasets" we will provide access to the project's datasets, where the public will find a summary of the datasets used, a short description and the links to the dataset

trusted open-access repositories. Moreover, under the tab "Guidelines of acknowledgement" we will provide guidelines of proper acknowledgement of the project.

CARO data and datasets produced will be open-stored, following the FAIR principles as described in the Data Management Plan, algorithms will be developed according to universally defined open science standards, and will be available through source code repositories (e.g. Github) including a description of the algorithm's purpose, information on its use, control, installation and management and a description of any input-output formats and schemes needed.

- **Participation in working groups and networks:** Through ATARRI project, ECoE will be further linked to its partners, Agencies and RIs with its participation in COST Actions, working groups in ESFRI RIs such as CLOUDNET & ACTRIS. Based on the increased expertise and visibility (with publications, conference participation, targeted presentations e.g in ESA), and with the support of the partners of the project, ECoE will enhance its participation to relevant initiatives. Early-stage Researchers and PhD candidates will be encouraged to participate in this short-term staff exchange. These short-term staff exchanges will allow researchers from ECoE to work as part of the advanced partners' teams, gain experience in a different work environments and countries, help develop research networks and collaborative projects, share best practice on research, and advance the elaboration of scientific papers in the frame of linked research projects.
- **Participation in conferences and workshops and organization of the final scientific WORKSHOP:** To promote ATARRI activities and outputs, we will participate in relevant conferences and workshops. The target is to have at least 3 conferences participations per year and4 journal publications in total. ATARRI's results will be communicated at several conferences in Europe and worldwide (i.e. EGU, AGU, ILRC, EAC, RSCY, ERC, EMS), increasing ECoE visibility to the scientific community.

  Some possible workshops to participate are the EGU General Assembly (April 2025), the ESA-JAXA EarthCARE Workshops (March and December 2025).

  Final Scientific Workshop on Climate Research future and expectations, in the last phase of the project a workshop will be organized related to the past, present and future in the field of climate research. The workshop will be open to stakeholders, agencies, industry etc. to increase the networking between local and international institutions. At this event partners from the quadruple helix will be invited. The session will be an opportunity to address the synergies and set up new partnerships.
- **CARO Open days:** To enhance public awareness about atmospheric and solar radiation physics, six open days will be held at the Cyprus Atmospheric Remote Sensing Observatory showcasing solar and atmospheric instrumentation. The goal is to host one visit per year. On 14 November, we were delighted to open the doors of the national Eratosthenes CARO infrastructure, welcoming more than 200 students from seven schools across Cyprus for an inspiring Open/ Information Day organized by the Eratosthenes Centre of Excellence. The ATARRI project also played a key role in the event, presenting CARO's innovative infrastructure and informing attendees about the project's objectives and advances in atmospheric and solar research.
- **Participation in networks for identification of new project-partners:** Overview on international networking activities and EcoE integration into them (ACTRIS, CLOUDNET, AERONET, CAMS); Discussion on new projects, new proposals, further funding, long-term co-operation in the framework of the ATARRI consortium.

2.3. Open Access

The open access obligations will be met under the two conditions outlined in the Annotated Grant Agreement (AGA):

1. Repository Deposit: Publications must be deposited and made immediately accessible through a trusted repository. For the ATARRI project, this will include:
    - Ktisis (CUT's institutional repository)
    - Zenodo (a multidisciplinary open-access repository) (As specified in Section 3.1)
2. Open Access Publishing Venue: Peer-reviewed scientific publications will be made openly accessible via the Gold Open Access model, ensuring immediate, unrestricted access to research outputs.

Open Access to Scientific Data

The project will collect and manage research data in accordance with the Data Management Plan (DMP) (D2-D1.2) to ensure proper handling, accessibility, and long-term preservation of scientific data.

Open Research Europe (ORE)

The ATARRI consortium will consider submitting papers to Open Research Europe (ORE)—the EC's open-access publishing platform for Horizon Europe-funded research. Publications submitted to ORE are automatically deposited in the Zenodo repository, ensuring full compliance with Horizon Europe's open access requirements.

3. Exploitation

The main goal of the exploitation activities is to maximize the use of project results through the selection of appropriate exploitation routes. These routes will target relevant stakeholders/organizations and leverage scientific assets. The ultimate objective is to utilize the project outcomes for scientific research, policy-making, and consulting purposes.

This initial Exploitation Plan outlines the key exploitation activities that will be implemented during the course of the project. It will be updated and finalized.

The current plan consists of two main sections: the exploitable results – detailing the project's key outcomes that can be exploited, and the exploitation pathways/routes – outlining the strategies and approaches for utilizing these results.

As the project progresses, both sections will be continuously updated to reflect new outcomes and opportunities that may arise.

Key Exploitation Results and target groups/market

The Key Exploitation Results (KER) are the "outputs generated during the project, which can be used and create impact" and may include processes/knowledge, engaged technologies, methods, service, recommendations for standards etc. Considering the expected results of the project, those considered to have exploitation potential are identified and listed below:

- Integrated Framework/approach for condition assessment and management of aerosol and radiation.
- Consulting services to the governmental authorities responsible for Atmosphere (i.e., DoM).
- Follow-up Research. Integrate project into further research.

ATARRI's goal through the exploitation of its outcomes is to boost the Research and Innovation (R&I) capacity of the national ecosystem, support EU RIs with data for the region, ensure sustainability of the strategic investment of CARO, support national/regional RIS3 and EU Green Deal objectives and improve policies and decision making to minimize adverse environmental and health impacts.

Target Audience

- National R&I ecosystem (focusing on young researchers and start-ups)
- Stakeholders (industry, Greek state)
- National EO and space industry
- Wider scientific community

Actions and tools

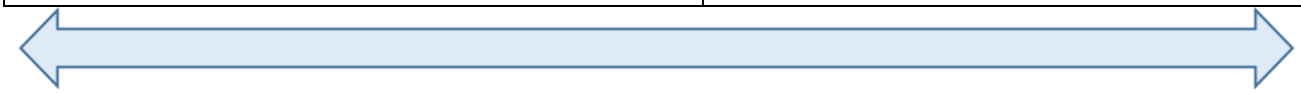
- **Training/Summer schools, and virtual trainings for spreading knowledge**:
  The ATARRI Summer Schools, tentatively scheduled for June 2026 and June 2027 in Limassol, focus on the expertise of advanced partners, combining keynote lectures, hands-on workshops, and self-study sessions. Participants will engage in scientific activities at the CARO station, including instrument operations and data curation. Complementing these efforts, a series of webinars will be held every six months and archived on the project website (https://atarri.eu/). Additionally, ATARRI will organize thematic workshops, four staff exchanges, four expert visits, and two joint training/summer schools. These initiatives aim to strengthen the scientific and technological capacity of ECoE through short-term staff exchanges, on-site training, expert visits, and collaborative activities. Researchers will enhance their skills through theoretical and hands-on training, covering data analysis, result interpretation, and the application of new scientific knowledge.
- **Stakeholders and Industry Info Day**: A Stakeholders and industry info day will be organized during the 3rd year of the project for presenting the innovation results of ATARRI. This activity will maximize the exploitation of ATARRI outputs. The target audience are policy makers, operational agencies, local authorities, and industry factors.
- **Organization of Scientific Events: Conferences, Technical workshops, Summer/Training Schools:** Organization of a Special session (workshop) in an international conference, in the last phase of the project. The workshop will be related to the past, present and future in the field of climate research. Additionally, ATARRI will organize thematic workshops, six webinars, four staff exchanges, four expert visits, and two joint summer/ training schools.
  Two Summer/Training schools will be held at Limassol, during ATARRI implementation period, providing the opportunity to participants to address EO, modelling and Cal/Val activities related to atmospheric remote sensing from a larger perspective, combining theoretical and hands-on training on various subjects (D7.2). The training school will be open to the scientific community of Cyprus and to the interested stakeholders from public and private sector. The title will be “Solar and aerosol measurements and modelling” and “Aerosol and solar radiation interactions”, and it will have a duration of approximately four days. Experts from all partners will participate, along with invited experts, presenting the science and applications of ATARRI and providing technical knowhow. Participants are expected to be in general early-stage researchers (PhD students and post-docs).
- **Handbooks of best practices and know-how:** Four Handbooks will develop with the best practices in dust forecasting modeling, in aerosol microphysics, in solar energy app and for solar radiation observations developed by PMOD WRC A “bullet-points” describing the methodology for the satellite data processing as well as optimization of data products.

- **Open-access to project knowledge, data, algorithms and results**: As described in detail above, a dedicated open page for dissemination and exploitation is included to the ATARRI website, providing immediate access to the project's outputs (ATARRI Webpage - Materials).

4. Communication

The communication efforts of the ATARRI project began with the officially inauguration, marking the launch of the projects website and the establishment of the presence on social media platforms. Additionally, the ATARRI logo has been designed for branding the project in all communication material.
As explained in section 1.1 there is an overlapping/interaction between the activities of dissemination and communication as depicted herein in Figure 1: the mutual ACT are listed in the middle column whereas ACT used exclusively for communication or dissemination are listed in the left and right column respectively.

Communication	**Dissemination**
Informing about the project and results	Informing only about the results



About the project	**About the project & results**	**Use of results**
Press releases	Website	Scientific Publications
Social Media	Mass media release	Repositories
Brochure	workshops	
Networking events	ResearchGate	
School presentations	Webinars	
Interviews	Session in conference	
Physical meetings	Summer/Training Schools	

Figure 1: Overlapping of Communication and Dissemination activities

Target Audience

- Stakeholders
- Decision makers
- Large Public /General public
- Media
- Greek education system
- Wider scientific community
- EO industry

Actions and Tools

- **ATARRI website**: ATARRI website (https://atarri.eu/) will be strategically used as the primary platform of communication and exploitation from which all data streams will be available for further exploitation. The website will be continuously updated throughout the project's duration with the latest information (such as the project outline, project participants, press releases, scientific/educational/industry/social activities, datasets). Virtual tour of the CARO observatory to be made available in the project website, providing a portal for the public to get a better understanding of researchers' everyday life. The visits of the website till the end of the project are up to 3500 views.

- **Annual e-newsletters:** An electronic newsletter will be prepared every year. It will be published to provide a progress update on the project activities and results and to information on future dissemination events planned by the project.
- **Social Media presence**: Dedicated **social media** accounts regularly updated are created for CARO/ECoE and ATARRI project ([https://x.com/ECoE_CARO (X, Eratosthenes CARO), https://x.com/ATARRI_EU (X, ATARRI), https://www.linkedin.com/in/eratosthenes-caro-503021339/ (LinkedIn, Eratosthenes CARO), https://www.facebook.com/profile.php?id=61569065991525 (FB, Eratosthenes CARO), https://www.facebook.com/profile.php?id=61568771609696 (FB, ATARRI), https://www.instagram.com/eratosthenescaro/ (Instagram, Eratosthenes CARO),]), for reaching wider audiences, mainly targeting the general public and non-specialist audiences. The views on the social media till the end of the project will be up to 60000.
- **YouTube channel:** Eratosthenes CARO has YouTube channel (https://www.youtube.com/@CARO_ERATOSTHENES). Videos will be released freely on the internet. The content of the video clips will derive from the exercises during campaigns and the training school sessions. The content will be presented in a popularized way in order to be disseminated to the public.
- **Communication through Media and Press releases**: ATARRI and CARO Team, building upon the communication channels of ECoE (e.g. RIK TV, SIGMA TV, Kanali 6 Radio, local newspapers), has access to media for communicating results and scientific news. More communication activities are foreseen, through a series of interviews on scientific, cultural or large audience radio & TV shows in Cyprus, to present the activities of ATARRI. Three articles/press releases through the project, one per year will be implemented.
- **Educational Activities at Schools:** School visits to ECoE and vice versa are scheduled, mainly in conjunction with the training schools.Two school visits per year will be implemented.
- **Participation in public events related to science**: ATARRI will attend, as a part of ECoE, public events related to science, as for example the Researcher's Night yearly events (2025, 2026 and 2027) and activities organized for the awareness of general public on selected international days.
- **CARO Observatory Virtual Tour**: A virtual tour at CARO will be compiled and published (by September 2025) on a dedicated page of ATARRI website (https://atarri.eu/) and CARO/ECoE YouTube channel (https://www.youtube.com/@CARO_ERATOSTHENES (YouTube, Eratosthenes CARO)). The tour will include videos from the CARO station, along with the activities of the local community and their interaction with CARO/ECoE scientists. The virtual tour is envisaged to be a portal for the general public to scientific life, starting from the more abstract concepts of the necessity to monitor and preserve our natural environment, how this is addressed by the scientific community in Cyprus and worldwide, and how it materializes in the CARO NF, including the technological challenges and advancements, and the actual measurements in the field.
- **CARO National Facility Open Days**: CARO NF will offer 3 open days (one per year), with content aimed at all age groups, in order to help the general public become familiar with groundbreaking science, as well as the recent advances in remote sensing technology. This will provide the opportunity to the public to be introduced to the operation of the observatory, and to be informed about the importance of EO and Atmospheric monitoring activities, and their benefits for society.

5. KPI targets

Dissemination and communication activities will be evaluated using quantitative metrics. Key performance indicators (KPIs) will be utilized to measure success, allowing for any necessary adjustments or corrective actions to ensure these standards are met. A summary of the KPIs for these activities is provided in the table below.

Table 3: Key performance Indicators

ATARRI DE&C Timeline	Target	Year1	Year2	Year3
			acc.	acc.
Dissemination Activities				
Scientific Publications	4	0	1	3
Open webpage for dissemination & exploitation – ATARRI website	650-3500 visits	500 150-500	200-1000	300-2000
Participation in working groups, committees and networks (e.g. Cost Actions participation, Working Groups in ESFRI Ris, ESA working groups)	2-4 scientists	1	2	4
International Conferences	9 participations	3	3	3
Seminars/Workshops/Webinars	6 sessions	1	2	3
Dust workshop at the RSCy 2027	1 session	0	0	1
CARO NF Open Days	3 days	1	1	1
Exploitation Activities				
ATARRI Summer School (June 2026 and June 2027)	2 events	0	1	1
Open webpage for dissemination & exploitation – ATARRI website	650-3500 visits	150-500	250-1000	300-2000
Stakeholders and industry info day/participants	1 event	0	0	1
Communication Activities				
ATARRI website	650-3500 visits	150-500	200-1000	300-2000
Social Media presence (e.g. YouTube, Facebook, Twitter, etc)	30000-60000 views	5000-10000	10000-20000	20000-30000
CARO Virtual Tour	600-900views	100-200	200-300	300-400
Communication through Media	6 articles	2	2	2
ECoE Communication Hub (e.g. CARO Virtual Tour Screenings, Researcher Night (2025, 2026 and 2027), Open lab day	4 events	1	2	1
The educative action of science Ambassadors in schools/ school visits	6events-3 visits	1	3	2

6. Timeline-Summarised plan

The table, arranged on three-month intervals, shows (approximately) the expected month that the planned ACT will be implemented. For ACT that can take place anytime during a period, e.g., interviews, this period is shaded in the table.

Table 4: ACT Timeline on Summarised Dissemination, Exploitation and Communication plan

Activities	**3**	**6**	**9**	**12**	**15**	**18**	**21**	**24**	**27**	**30**	**33**	**36**
Website (1)	x											
Mass media release (3)				x				x				x
Journal papers (4)								x				x
Conference papers (9)				x (3)				x (3)				x (3)
Summer/ Training schools (2)			x				x					
Industry & knowledge webinars (1) (3rd year)												x
Webinars for training and education (6) (6 webinars- one every 6 months)		x		x		x		x		x		x
Final Session in Conference (1)												x
Researcher Night				x				x				x
Brochure/ Newsletter				x				x				x

ANNEX